

HEADQUARTERS  
UNITED STATES EUROPEAN COMMAND  
APO AE 09128

DIRECTIVE  
NUMBER 15-2

21 May 1997

**PUBLIC AFFAIRS**

European Stars and Stripes (ES&S)

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1. **Summary.** To establish policies and procedures for the European Stars and Stripes (ES&S) and services incidental to the publication of the newspaper.
  2. **Applicability.** This directive is applicable to ES&S and all U.S. Department of Defense (DoD) organizations operating within the U.S. European Command (USEUCOM) area of responsibility.
  3. **Suggested Improvements.** Forward suggested improvements to HQ USEUCOM, ECPA, Unit 30400, Box 1000, APO AE 09128.
  4. **Internal Control Systems.** This Directive contains internal control provisions and is subject to the requirements of the internal management control program. The applicable internal control directives are ED 50-8, Internal Management Control Program; and the Armed Forces Information Service (AFIS) Internal Management Control Program.
  5. **References.**
    - a. DoD Directive 5122.11, Stars and Stripes Newspapers and Business Operations.
    - b. DoD Instruction 5120.4, DoD Newspapers and Civilian Enterprise Publications.
    - c. DoD "Principles of Information.
    - d. ED 15-1, Public Affairs Organization and Policies.

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This Directive replaces ED 15-8, dated 2 May 1995.

6. **Responsibilities.**

a. The Deputy Commander in Chief, USEUCOM:

(1) Provides operational direction to the ES&S Commander/Publisher.

(2) Supports ES&S operations, throughout the theater of operations, as a Category B Non-Appropriated Fund Instrumentality (NAFI).

(3) Provides implementing USEUCOM regulations and guidance in accordance with DoD directives.

(4) Selects the ES&S Commander/Publisher from nominees provided by the Military Services.

(5) Approves the selection of the ES&S Editor.

(6) Establishes and maintains the ES&S Advisory Board (Appendix A).

b. Chief of Staff, USEUCOM, chairs the ES&S Advisory Board (Appendix A).

c. The Director, Public Affairs, USEUCOM is the Staff Proponent for ES&S matters.

d. Commanders-in-Chief, Component Commands:

(1) Provide administrative and logistical support to ES&S in accordance with Service regulations governing support of Non-Appropriated Fund (NAF) activities.

(2) Transport and distribute the newspaper to component personnel during maneuvers or contingency operations.

(3) Provide members for the ES&S Advisory Board (Appendix A).

7. **General Policy.** The ES&S operates in accordance with DoD Directive 5122.11.

a. Editorial policy follows DoD "Principles of Information," DoD Directive 5122.11, and ES&S Editorial Principles and Guidelines.

21 May 1997

ED 15-2

b. Manpower and Personnel.

(1) Civilian Personnel. ES&S NAF employees are governed by appropriate DoD, Department of the Army, and U.S. Army, Europe directives, unless exceptions to those directives have been granted ES&S by their respective agencies.

(2) Military Personnel. Authorizations for military staffing are approved by the Joint Staff and reflected in the USEUCOM Special Activities Joint Manpower Program.

c. ES&S conducts, as funding and component support permits, reader forums in a manner similar to those of commercial U.S. newspapers.

FOR THE COMMANDER-IN-CHIEF:

OFFICIAL:

DAVID L. BENTON III  
Lieutenant General, USA  
Chief of Staff

SUSAN M. MEYER  
LTC, USA  
Adjutant General

Appendices

A - Charter for the European Stars and Stripes (ES&S) Advisory Board

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## **APPENDIX A**

### **Charter for the European Stars and Stripes (ES&S) Advisory Board**

A-1. The European Stars and Stripes (ES&S) Advisory Board assists the DCINCEUR by providing advice and input about ES&S to promote organizational growth and mission accomplishment.

#### **A-2. ORGANIZATION AND MANAGEMENT**

A-2.1. The ES&S Advisory Board is chaired by the USEUCOM Chief of Staff.

A-2.2. The ES&S Advisory Board includes the USEUCOM Director, Public Affairs, the ES&S Commander/Publisher; and two representatives from each Component Command. Representatives from the Armed Forces Information Service (AFIS) and Pacific S&S may attend ES&S meetings and have their observations included in the minutes.

A-2.3. The ES&S Advisory Board meets semi-annually. The meeting may be open to community members and locations rotated at the discretion of the USEUCOM Chief of Staff.

#### **A-3. FUNCTIONS**

A-3.1. The ES&S Advisory Board monitors planning and execution of ES&S mission objectives and service to DoD members in the USEUCOM theater. It is not involved in editorial or business matters, but is designed to provide component and audience input about ES&S operations to the ES&S leadership.

A-3.2. The Advisory Board makes recommendations about ES&S operations to the DCINCEUR. Board recommendations concerning the worldwide Stars and Stripes will be forwarded via the DCINCEUR to AFIS.

A-3.3. The Board assists the ES&S Commander/Publisher with contingency planning and evaluation of external factors which impact operations, including changes in force levels, economic conditions, and projected deployments and realignments.

